

2:00 - 3:00 p.m.

**AESA State Leaders Business Meeting**

204, Savannah International Trade & Convention Center  
 This is an opportunity for the individuals who have been identified by their states as the ESA state leader and/or state executive director to discuss common interests with the AESA executive director and council.



3:15 - 4:15 p.m.

**Accountability in Nebraska Education Service Units**  
 201, Savannah International Trade & Convention Center

*Governance and Leadership*

Nebraska ESUs conducted the second state-wide satisfaction survey of superintendents, principals and teachers. Areas of accountability included school improvement processes, technology services, standards and assessments. This presentation will focus on the latest results and a comparison with results from a survey conducted two years earlier.  
**Presenters:** Don Fritz, Administrator, Educational Service Unit 6, Milford, NE; Gil Kettelhut, Administrator, Educational Service Unit 3, Omaha, NE; Norm Ronell, Administrator, Educational Service Unit 7, Columbus, NE

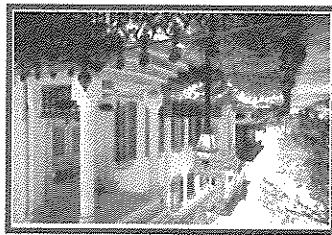


3:15 - 4:15 p.m.

**Building on Success: How One Collaborative**  
 200, Savannah International Trade & Convention Center

*Entrepreneurial Initiatives & Collaborations*

Beginning work in 1999, the ACCEPT Collaborative (MA) has developed a financially self-sustaining model to offer online courses for professional development and support for teachers and students. ACCEPT is now using grant funding to mentor and support other ESAs, as they build their own models to offer online courses to schools. Discuss with the partner ESAs' reasons for participating in this national effort. Learn the steps ACCEPT took during the grant planning and implementation phase. Explore ways to build a financial model to fund online course design.  
**Presenters:** JoAnn Henderson, Executive Director, SERRC, Juneau, AK; Michael Palladino, Executive Director, ACCEPT Collaborative, Natick, MA; Liz Pape, CEO, Virtual High School, Maynard, MA; Suzanne Riley, Executive Director, Southeast Service Cooperative, Rochester, MN



3:15 - 4:15 p.m.

Creating ESA Marketing Materials for Statewide Use

100, Savannah International Trade & Convention Center

*Entrepreneurial Initiatives & Collaborations*



Learn how Iowa's 12 AEAs have successfully created a unified budget and used that fund to create effective marketing materials for a consistent, statewide image. The presentation will showcase the AEAs' new, award-winning video and a case study of the development of the video, brochures, web site, and other marketing materials. The presenters will share potential pitfalls encountered in the process, as well as some techniques for building consensus among multiple.

**Presenters:** George Held, Communications Supervisor, Grant Wood AEA, Cedar Rapids, IA; Dave Sparks, Communications Coordinator, Western Hills AEA, Sioux City, IA

3:15 - 4:15 p.m.

Data: Seeing Is Believing, Is Achieving!

204, Savannah International Trade & Convention Center

*Enhancing All Student Performance*



Leadership is a key factor in achieving *on grade-level learning* for all students. Large-scale school improvement requires strong instructional leaders at every level including district, campus and classroom. Responsible instructional leadership coordinates the responsibilities of data analysis and that of curriculum, assessment, and instruction alignment. In this session, learn to utilize a framework that gathers multiple measures of data and coordinates functions of educators, resulting in the highest impact on student achievement.

**Presenter:** Brian Malechuk, Director, Leadership & Research Services, Region 4 Education Service Center, Houston, TX

3:15 - 4:15 p.m.

Digital Technologies for Career and Tech:

Catching up to the High School Classroom

101, Savannah International Trade & Convention Center

*Technology*



This workshop will present the steps taken to transform a Career & Technical Education (CTE) classroom into a 21st century learning environment. The use of the following will be described: a Local Area Network for student and teacher work, expanded internet, digital video and photo libraries, real time videoconferencing, computer-based technology to support and enhance instruction in classrooms, and essential tools for teachers. Priorities for resource allocation, staffing and teacher training models, and strategies to identify the focus for instructional technology implementation will be presented.

**Presenters:** Stan Silverman, Director of Technology Based Learning Systems, New York Institute of Technology, Central Islip, NY; Gene Silverman, Executive Director, Nassau BOCES, Garden City, NY

3:15 - 4:15 pm.

Examining Student Work: Connecting and Aligning Resources to

Taught and Tested Curriculum

*Enhancing All Student Performance*

103, Savannah International Trade &amp; Convention Center



Examining Student Work for Standards Alignment is a new training for teachers and administrators that the Mercer County ESC implemented during the 2004-2005 school year. In this session, participants will learn to use a research-based process for examining a school system's artifacts for content, context and cognitive level (deep alignment); calibrate artifact objectives to curriculum standards and objectives; chart calibrated data by grade level, course, and subject matter; be astute consumers of textbooks and other instructional materials. This session will include an overview of the new "revised" Bloom's Taxonomy.

**Presenter:** Jeffrey Tunberg, Curriculum Coordinator, Mercer County Educational Service Center, Celina, OH

3:15 - 4:15 pm.

Increasing the Value of Your Cooperative Membership

through a Custom Cooperative Purchasing Program

104, Savannah International Trade &amp; Convention Center

*Entrepreneurial Initiatives & Collaborations*

Participate in a presentation and discussion highlighting the proven methods and steps to establishing a successful cooperative purchasing program for member schools. This program model and concept as developed by a Minnesota ESA, the National Joint Powers Alliance (NJPA), can be effectively offered through an ESA as a value added membership benefit for schools. This program model offers substantial time and dollar savings for membership as well as revenue for an ESA.

**Presenter:** Michael Hajek, Director of Business Development and Marketing, National Joint Powers Alliance, Staples, MN

3:15 - 4:15 pm.

Insuring Kids: Ensuring a Healthy Chance to Learn

203, Savannah International Trade &amp; Convention Center

*Entrepreneurial Initiatives & Collaborations*

In the State of Oregon, more than 113,000 children do not have health insurance, which is a similar reality in all states. Knowing that healthy children learn better, and a better education creates brighter futures for children. This workshop provides an overview of the stages of development and growth required to maintain a successful collaboration of schools, school nurses, local government and private businesses to advocate for quality health policy and provide a student-centered approach to health benefits counseling.

**Presenters:** Deborah Kelley, Nurse Consultant, & Barbara Neely, Director, Department of School Health Services, Multnomah Education Service District, Portland, OR

3:15 - 4:15 p.m. \_\_\_\_\_

Match Curriculum and Assessment through  
Sound Benchmark Assessment

105, Savannah International Trade & Convention Center

*Enhancing All Student Performance*

Learn to design a test specification guide so that assessments match curriculum to instruction of high cognitive rigor and will evaluate the effectiveness of the instructional program. Information gained while designing a test specification guide can impact curriculum and instruction principles, in addition to forming the basis of a valid assessment. This process is valid across state standards and has the potential for strongly impacting classroom instruction and assessment practice, resulting in improved student achievement.

**Presenters:** Kathy Helm, Managing Director, & Jo Ann Wheeler, Managing Director, Region 4 Education Service Center, Houston, TX



3:15 - 4:15 p.m. \_\_\_\_\_

Telling the Technology Support Story: Using PR

102, Savannah International Trade & Convention Center

*Technology*

Many ESAs provide their constituent districts with technology support services. Southern Oregon Education Service District (SOESD) provides a comprehensive menu of services from Instructional Materials to Network and Computer Support, Interactive Video Conferencing and Online Instructional Support. Few ESAs take time to thoughtfully share the value of these efforts. In this presentation, SOESD will share how we use "Creative Services" to tell the story of the value of supporting technology, share our PR plan, and present a planning template to participants.

**Presenters:** Ron Enger, Director, & Jay Matheson, Supervisor, Technology and Media Services, SOESD, Medford, OR



3:15 - 4:15 p.m. \_\_\_\_\_

The Colonial Telecommunications Network – Collaborative Clout

106, Savannah International Trade & Convention Center

*Technology*

The Colonial Wide Area Telecommunications Network, the result of a team effort, has implemented a high-speed telecommunications network that has set a new standard for low cost in Pennsylvania, bringing broadband commodity Internet, Internet2, and inter-district telecommunications services to all areas of the ESA. The infrastructure developed is changing the culture of our local communities by bringing affordable broadband services to local businesses, health care facilities, higher education, and government. It has also created new venues for homebound instruction, online learning, and adult education.

**Presenters:** Charlene Brennan, Assistant Executive Director, & Jack Clark, Director of Educational Technology, Colonial Intermediate Unit 20, Easton, PA



**Friday, December 2, 2005**

3:15 - 4:15 p.m.

Transition Planning in the Last Frontier

202, Savannah International Trade & Convention Center



*Emerging Success Stories*

Learn creative ways to address the issue of secondary transition planning. This session will give participants information on a week-long Transition Camp designed to assist special education students 14 years old and older and special education teachers in understanding and implementing transition-based activities in their own environment. Participants will see examples of daily activities and creative approaches to garner student interest along with a plan to assist districts in identifying local resources. **Presenter:** Gail Greenhalgh, Project Coordinator, Alaska Transition Outcomes Project, Southeast Regional Resource Center, Anchorage, AK

3:15 - 4:15 p.m.

AESA Executives in Residence Program Meeting

Jasper Room,

Savannah International Trade & Convention Center



This session will offer an overview of the second year of a program offered by the AESA Council and the Membership Service Committee. Come and hear how this program works, explore the potential for participation of your agency, and receive personal perspectives from the first and second year participants, as well as from council members. This program is looking for serious candidates who wish to be future executives in service agencies and for agencies that will host visits. **Presenters:** Twyla G. Barnes, Coordinator of the Executives in Residence Program & Superintendent, ESD # 112, Vancouver, WA; Judith Miller, Executive Director, East Mississippi Center for Educational Development, Meridian, MS

3:15 - 4:15 p.m.

Achieve3000 Product Workshop:

Strategies and Tools for Differentiating Instruction

and Boosting Achievement

Gwinnett Room, Savannah International Trade & Convention Center

Achieve3000 is the leader in differentiated instruction. This session will demonstrate the first Web-based, individualized reading and writing instruction solution for grades 2 - 8 (KidB!z3000) and 9-12 (TeenB!z3000) that reaches every student at his or her Lexile level. Powered by a proprietary software engine that distributes assignments to the entire class, but tailors them according to each student's reading level, Achieve3000's programs are proven to accelerate reading comprehension, writing proficiency, vocabulary development and high-stakes test scores. **Presenter:** Ilene Rosenthal, President of Strategic Initiatives, Achieve3000, Inc., Washington, DC

3:15 - 4:15 p.m.

**netTrekker d.i. Product Workshop**

**Greene Room,**

**Savannah International Trade & Convention Center**

Dave Finley from CalSAVE shares his success story with netTrekker d.i. and why he is offering this award-winning product to California educators and students! netTrekker d.i. supports differentiated instruction by delivering over 180,000 educator-selected online resources that align with YOUR state standards to every desktop! Timesaving features include resources organized by readability rating, customized ELL content and a school-friendly image search. Special \$50 drawing for attendees!

**Presenter:** Dave Finley, Program Manager, Monterey County Office, Salinas, CA



3:15 - 4:15 p.m.

**Curriculum Mapper Product Workshop**

**Pulaski Room,**

**Savannah International Trade & Convention Center**

Curriculum Mapper™ partners with ESAs and other groups across the country to deliver high quality professional development to districts involved in curriculum mapping. Suzanne Riley, Executive Director of the Southeast Service Cooperative in Minnesota will help explain how they partnered with Curriculum Mapper™ to support their schools locally and generate revenue. Learn about our successful professional development offerings and how your ESA can become a partner as well.

**Presenter:** Suzanne Riley, Executive Director, Southeast Service Cooperative, Minnesota, MN



4:15 - 5:30 p.m.

**AESA Business Meeting**

**Oglethorpe Auditorium,**

**Savannah International Trade & Convention Center**

All AESA members are invited to attend the AESA business meeting. The executive director and council will discuss with the membership the progress made on strategic initiatives. The membership will also have the opportunity to hear from the candidates who are running for this year's council positions. This is the chance to offer feedback to AESA council and staff on various association issues.



Architectural Details in Savannah

Saturday at a Glance

7:00-8:00 a.m. Coffee Service  
 7:00-8:00 a.m. Past/Current Council Members' Meeting  
 8:00-9:00 a.m. Job-a-Like Concurrent Sessions  
 9:15-10:15 a.m. Concurrent Sessions & Product Workshops  
 10:30 a.m.-12:30 p.m. Brunch & Closing General Session

7:00 - 8:00 a.m.

Coffee Service  
 River Concourse & Meeting Room 100 Foyer,  
 Savannah International Trade & Convention Center

7:00 - 8:00 a.m.

Past/Current Council Members Get Together  
 106, Savannah International Trade & Convention Center



This meeting is open to all past and current AESA council members.

8:00 - 9:00 a.m.

Job-A-Likes -New to the AESA program!  
 At your request, we have added time for staff of educational service agencies to talk! We have established an opportunity for folks with similar responsibilities to get together and network. So grab a cup of coffee, pick a session that most closely describes your job, and join in the conversation.



Professional/Paraprofessional Development, Alternative Certification,  
 Curriculum Development, Improvement of Instruction, Supplemental  
 Services

100, Savannah International Trade & Convention Center

Fiscal, Purchasing, Insurance

101, Savannah International Trade & Convention Center

Special Education

102, Savannah International Trade & Convention Center

Technology/E-rate Program

103, Savannah International Trade & Convention Center

Public Relations/Communications, Human Relations/Personnel

104, Savannah International Trade & Convention Center

Early Childhood, Day Care, Head Start Programs

105, Savannah International Trade & Convention Center

Research/Evaluation, Testing/Assessment

106, Savannah International Trade & Convention Center

Vocational/Career/Technical Education

200, Savannah International Trade & Convention Center

English Language Learners

201, Savannah International Trade & Convention Center

Grant Writers

202, Savannah International Trade & Convention Center

9:15 - 10:15 a.m.

**Putting All the Pieces Together**

**201, Savannah International Trade & Convention Center**



*Enhancing All Student Performance*

Explore how the component districts from the Madison-Oneida BOCES address all their school improvement needs by utilizing a comprehensive model. This allows them to avoid having to spend time and resources trying to find all the elements necessary to raise student achievement across the entire system. Hear how two districts have been able to move from extremely low performance to exemplary school status.

**Presenters:** James Riedl, Consultant, Madison-Oneida BOCES, Verona, NY; Max Thompson, President, Learning Focused Solutions Inc., Boone, NC

9:15 - 10:15 a.m.

**Changing Teaching and Learning Behaviors  
through Technology Visioning and Planning**



**101, Savannah International Trade & Convention Center**

*Technology*

Effective teaching is always the most critical variable in student learning under an educator's control. With this as a premise, how does a technology plan change if the goal focuses on improving teacher effectiveness? Region One ESC explored this concept with its member districts and corporate partners and ultimately submitted a GearUp Grant incorporating a focus on improved instructional practice while creating new learning experiences for students through technology. This type of program can be replicated by other ESAs.

**Presenters:** Chris Dede, Professor, Harvard Graduate School, Boston, MA; Richard Erdmann, President/CEO, Syfr Corporation, Bainbridge Island, WA; Elaine Sellhorn, Senior Technology Integration Specialist, Region One Education Service Center, Edinburg, TX

9:15 - 10:15 a.m.

**Reclaiming the Civic Mission of Education**

**203, Savannah International Trade & Convention Center**



*Entrepreneurial Initiatives & Collaborations*

A majority of school mission statements include the goal of preparing civically engaged and responsible students. To support these efforts, ESD 112 developed the Roadmap for Civic Engagement, which is a series of strategies and curriculum to help districts and schools in the important mission of equipping students with knowledge, skills and dispositions necessary to become active and engaged citizens. Participants will examine research, resources and strategies for addressing the civic mission of schools.

**Presenter:** Larry Fletch, Program Director, Service Learning Northwest, Educational Service District 112, Vancouver, WA